

B&O PLAY ANNOUNCES BEOPLAY M3: GIVING MUSIC A PROMINENT PLACE IN THE HOME



Beoplay M3 comes with exchangeable front covers in premium wool fabric or anodized aluminium and retails for 299 EUR/USD.

B&O PLAY today welcomes the most compact member of its wireless home speaker family, Beoplay M3. Powerful on its own, and even more impressive in combination with the range of multiroom speakers from B&O PLAY and Bang & Olufsen¹, Beoplay M3 is designed by award-winning Cecilie Manz and finely tuned by Bang & Olufsen acoustic engineers to deliver a flexible and immersive listening experience in the modern home.

“Our home wireless speakers are designed around the idea that sound should have a prominent place at home. It is about putting people before technology and designing speakers that earn attention for all the right reasons: immersive sound, a simple user experience and a design that adds warmth to the interior. Beoplay M3 delivers perfectly on this vision, and we are proud to extend the family with this compact yet powerful speaker”, says CEO of B&O PLAY John Mollanger.

Exchangeable front covers to match your interior

The architecture of Beoplay M3 is based on a simple silhouette. Infinite lines run around the oval shape to draw attention to the detail that makes Beoplay M3 confident in its simplicity: the exchangeable cover that adapts Beoplay M3 to your interior style. Beoplay M3 comes with a front cover in either premium, acoustically transparent wool blend fabric - created by the renowned Danish textile company Kvadrat - or a pearl blasted anodized aluminium cover featuring the recognizable B&O PLAY hole pattern.

“Beoplay M3 is all about character; one that can easily adapt to any interior style. We have worked hard to get the very best of the premium materials used and the result is a sleek, hyper simple speaker with a precise shape. Tight, compact and powerful, Beoplay M3 blends in perfectly with your interior”, says designer Cecilie Manz.

Instant music listening and multiroom

Carefully designed for the home, you can choose between instant music listening with Bluetooth, streaming music directly from your smart device to the speaker, or you can connect the speaker to Wi-Fi for a multiroom setup. The latter allows you to broadcast your music to as many B&O PLAY or Bang & Olufsen multiroom speakers as you have in your home, providing simple control of all speakers from a single intuitive app on your smart device.

¹ Beoplay A9, Beoplay A6, Beoplay M5, Beoplay M3, BeoSound 1, BeoSound 2, BeoSound 35 and BeoSound Shape.

Fill your home with immersive listening experiences

The combination of custom designed drivers, plenty of amplifier power, advanced digital signal processing and the final subjective tuning by Bang & Olufsen's acoustic engineers, set new standards for high performance from a very compact design.

- The main body of Beoplay M3 is made of rigid polymer to house and encapsulate the acoustic chamber – with a soft shore polymer on the base of the speaker for stability and decoupling from the surface it is situated on allows the woofer to perform at its most powerful.
- Beoplay M3 combines features and trickle down technologies from larger Bang & Olufsen and B&O PLAY products, such as advanced digital sound processing (DSP) adaptive bass linearization (ABL) and unique control to protect against thermal and mechanical overload.
- Beoplay M3 boasts one 3 ½ custom designed long stroke mid/woofer. The unit is front firing, utilizing an acoustical reflector carefully designed from listening tests by the Bang & Olufsen tonmeisters. The mid/woofer covers the frequencies from the base band to the upper midrange, ensuring perfect integration of the individual parts of the spectrum. The treble is covered by a high quality soft dome tweeter utilizing neodymium magnet system.
- Bang & Olufsen's experienced engineers fine-tuned Beoplay M3 by ear by to maximise the performance with any music listening experience and offers a three-position switch to fine tune the speaker to the actual position in the listening room.

Ready for Apple AirPlay 2

Beoplay M3 comes with Chromecast Built-in and supports Beolink Multiroom, Apple AirPlay and QPlay 2.0. Beoplay M3 will also support Apple's AirPlay 2 in 2018 letting you send audio to multiple AirPlay compatible speakers at once, which makes it possible to play music from any iPhone to B&O PLAY and Bang & Olufsen's range of speakers for the home.

Pricing and availability

Beoplay M3 launches in two colours: Natural and Black, with seasonal colours to come. Beoplay M3 is available for a suggested retail price of 299 EUR/USD, the wall mount for 49 EUR/USD, the exchangeable wool-fabric cover 59 USD/EUR, and the exchangeable aluminium cover for 69 EUR/USD. All will be available in B&O Stores, on www.beoplay.com/m3 and in selected third party retailers from 9 November 2017.

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INFORMATION AND CONTACT:

Find out more about B&O PLAY at: www.beoplay.com

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ABOUT B&O PLAY

B&O PLAY is considered one of the leading global audio lifestyle brands. Founded in 2012 as a sister company to world renowned Bang & Olufsen, B&O PLAY is firmly grounded in 90 years of design excellence, craftsmanship and product innovation. We don't just make headphones, we don't just design speakers and we are not simply in the business of electronics. We are in the business of goosebumps. Get yours at www.beoplay.com